

## Message Text

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21

ACTION EB-07

INFO OCT-01 NEA-10 ISO-00 AGR-10 CIAE-00 INR-07 LAB-04

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R 120621Z JUN 75

FM AMEMBASSY DAMASCUS

TO USDOC WASHDC

INFO SECSTATE WASHDC 3689

AMEMBASSY BEIRUT

AMEMBASSY CAIRO

AMCONSUL CASABLANCA

AMEMBASSY RABAT

UNCLAS SECTION 1 OF 2 DAMASCUS 2199

BEIRUT PASS BAGHDAD

FROM MISSION DIRECTOR FOR USDOC/CAGNE AND OIM/SAD

E.O. 11652: N/A

TAGS: BEXP, SY, MO, EG, IZ

SUBJ: TEXTILE EQUIPMENT TRADE MISSION - SYRIA

1. SUMMARY: MOST MISSION MEMBERS ACCOMPLISHED OBJECTIVE OF INVESTIGATING MARKET, ALTHOUGH SOME MEMBERS DISAPPOINTED IN DIFFICULTY FINDING AGENTS AND CONFLICTING OR LITTLE INFORMATION FROM SARG HOSTS ON FUTURE BUYING PLANS. MISSION WELL RECEIVED BY SYRIANS AND EMBASSY SUPPORT WAS GOOD. BUDGET OKAY. END SUMMARY.

2. A. SYRIAN TEXTILE INDUSTRY, AS WE SAW IT, IS LESS SOPHISTICATED AND LESS WELL MAINTAINED THAN EGYPTIAN OR MOROCCAN MILLS. CONDITION OF TWO OF THREE MILLS VISITED WAS TACKY AND PRODUCT OF ALL THREE MILLS IS OF A QUALITY INTERESTING ONLY TO DOMESTIC OR NIEGHBORING ARAB MARKETS. EQUIPMENT IS OF DIVERSE ORIGIN, AS IN OTHER COUNTRIES WE VISITED, INCLUDING EAST AND WEST

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EUROPEAN, CHINESE AND US. LATTER INCLUDES DRAPER LOOMS,

MANY DATING TO 1948 BUT STILL RUNNING.

B. PUBLIC SECTOR DOMINATES SPINNING, GINNING, AND ALL NEW INTEGRATED MILLS. PRIVATE SECTOR DOES WEAVING, GENERALLY IN SMALL PLANTS OF 12 TO 20 LOOMS. MOST NEW INVESTMENT APPEARS TO BE WITH PUBLIC SECTOR; HOWEVER, MISSION ARRIVZD TOO LATE FOR CURRENT YEAR'S TENDERS, ACCORDING TO OFFICIALS. NEW FIVZ-YEAR (1976-80) PLAN WILL REPORTEDLY BE AVAILABLE EARLY NEXT YEAR DETAILING NEW INVESTMENTS. HUNITEXTIL, THE STATE TEXTILE COMPANY, UNABLE OR UNWILLING DIVULGE ANYTHING ABOUT FUTURE PLANS AT THIS TIME.

C. RECEPTION BY PUBLIC AND PRIVATE SECTOR REPS WAS VERY CORDIAL IN GENERAL TERMS ALTHOUGH MEMBERS NOT ENTIRELY SATISFIED THAT THEY HAVE UNDERSTOOD EXACTLY HOW SYSTEM WORKS. CONFUSION COMES FROM CONFLICTING INFORMATION AND FROM FACT THAT FEW MEMBERS FOUND IMMEDIATE SALES OPPORTUNITIES.

D. EXCEPTION WAS LUMMUS REP WHO SPLIT FROM GROUP TO VISIT ALEPPO GINNING PLANS WITH ESCORT AND CAR PROVIDED BY UNITEXTIL. LUMMUS GOT ORDER ON THE SPOT AND EXPECTS ATTRACTIVE FUTURE SALES. THIS INFO SHOULD BE TREATED AS BUSINESS CONFIDENTIAL AND NOT DISSEMINATED.

3. PROGRAM INCLUDED FOLLOWING: FRIDAY MAY 30, MISSION ARRIVZD FROM CAIRO, MET AT AIRPORT AND BRIEFED BY ECON/COMM OFFICERS AT HOTEL. SATURDAY, AMBASSADOR BRIEFED GROUP ON BUSINESS CLIMATE; MEETING WITH GOVERNMENT COMPANY UNITEXTIL AND ABOUT 20 PLANT MANAGERS WHO ARE MEMBERS OF UNITEXTIL; LUNCHEON HOSTED BY UNITEXTIL; VERY FEW PRIVATE APPOINTMENTS; EVENING RECEPTION AT AMBASSADOR'S RESIDENCE WITH ABOUT 60 SYRIAN GUESTS INCLUDING MINISTER AND DEPUTY MINISTER OF ECONOMY AND FOREIGN TRADE AND DEPUTY MINISTER OF PLANNING. SUNDAY: GROUP TOUR OF ARAB INDUSTRIAL CORP INTEGRATED MILL; INDIVIDUAL APPOINTMENTS; EVENING MEETING WITH DAMASCUS CHAMBER OF INDUSTRY AND ABOUT 15 MEMBERS, PRIVATE SECTOR INDUSTRIALISTS. MONDAY, JUNE 2: GROUP VISITS TO TWO INTEGRATED MILLS IN DAMASCU; LUNCHEON HOSTED BY DAMASCUS CHAMBER OF COMMERCE; INDIVIDUAL APPOINTMENTS; OFFICIAL MISSION ENDED.

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4. AGENT APPOINTED BY HOLLINGSWORTH; ASHWORTH, ARTMORE, CONSOLIDATED, COLEMAN AND CROMPTON AND KNOWLES EXPECT APPOINT AGENT WITHIN 12 MONTHS AS RESULT OF CONTACTS HERE.

5. IMMEDIATE SALES \$20,000; PROJECTED 12-MONTH SALES \$1.6 MILLION; SALES LEADS 21.

6. TWO FIRMS DID NOT ACHIEVE PRIMARY OBJECTIVZS: LENDTHDID

NOT FIND SUITABLE AGENT; ROCKWELL DID NOT MAKE IMMEDIATE SALES.

7. DAMASCUS CHAMBER OF INDUSTRY DIRECTOR GENERAL MALAKANI TABLED REQUEST FOR USG ASSISTANCE IN ESTABLISHING TEXTILE RESEARCH CENTER AND VOCATIONAL TRAINING CENTER FOR TEXTILE INDUSTRY. HE ALSO INQUIRED AS TO USG FACILITIES TO PERMIT/ PROMOTE SYRIAN EXPORTS TO US. THESE QUESTIONS WERE REFERRED TO EMBASSY FOR STUDY AND REPLY.

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8. REVISED AGENCY/SALES FIGURES FROM EGYPT, REFLECTING TARDY RECEIPT OF SOME MEMBERS' REPORTS: GENT APPOINTED BY CROMPTON AND KNOWLES; AGENT LEADS UNCOVERED BY ARTMORE, ASHWORTH, COLEMAN, CONSOLIDATED, MORRISON AND RANDO. IMMEDIATE SALES: NONE; 12-MONTH PROJECTED SALES: \$2.8 MILLION TO \$3.4 MILLION; SALES LEADS 48.

9. BUDGET: COMMERCE BUDGET SOUND DUE SAVINGS ON INTERPRETER COSTS AND FACT THAT PLANNED ADVERTISEMENT IN BEIRUT COMMERCIAL JOURNAL WAS NOT PLACED DUE EVENTS IN LEBANON. SMF ALSO LESS THAN PLANNED DUE FEWER ATTENDEES AT RECEPTION. EXCESS SMF TO BE REDISTRIBUTED TO MEMBERS BY MISSION TREASURER UPON HIS

RETURN TO US.

10. FOR BAGHDAD: MISSION DIRECTOR WISHES EXPRESS APPRECIATION FOR YOUR INTEREST IN MAKING ARRANGEMENTS FOR FOUR MEMBERS WHO ORIGINALLY PLANNED VISIT IRAQ FOLLOWING END OF OFFICIAL MISSION IN SYRIA JUNE 2 BUT WHO CHANGED PLANS AFTER LEARNING OF CURRENT UNAVAILABILITY OF FLIGHTS BETWEEN DAMASCUS/BAGHDAD. THEY RETAIN INTEREST IN IRAQI MARKET AND MAY VISIT INDIVIDUALLY ON SUBSEQUENT TRIPS TO AREA (CAIRO UNCLASSIFIED

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5352).

11. MEMBERS DEPARTED FOR VARIOUS DESTINATIONS JUNE 3 THROUGH JUNE 5.

12. EMBASSY COMMENT:

A. ATTITUDE OF SYRIANS TOWARD TRADE MISSIONS: AS STATE/ COMMERCE AWARE FROM VISITS TO WASHINGTON LAST FALL BY SYRIAN MINISTERS, SARG IS VERY KEEN ON RECEIVING US TRADE MISSIONS. OUR EXPERIENCE NOW WITH TWO OFFICIAL MISSIONS (RAILWAY AND TEXTILE EQUIPMENT) INDICATES RETURN OF US COMPANY REPS TO SYRIA AFTER LONG ABSENCE DURING SEVEN-YEAR PERIOD OF NO RELATIONS MEANS THAT PRIMARY EXPECTED PURPOSE OF INITIAL VISITS BY COMPANY REPS SHOULD BE REINTRODUCTION OF THEIR PRODUCT LINES TO POTENTIAL SYRIAN BUYERS. REPS MAY FIND THIS PROCESS SLOW AT FIRST, BUT A BEGINNING MUST BE MADE AND WE WOULD HOPE REPS WOULD NOT BE DISAPPOINTED AS POTENTIAL IS GOOD IN SYRIA WITH FUNDS COUNTRY NOW HAS AND EXPANSION PLANS FORESEEN IN NEAR FUTURE. AS EMBASSY GAINS CONFIDENCE OF SYRIAN PUBLIC AND PRIVATE BUYERS (OR AS US FIRMS DO SO), AGENCIES SUCH AS UNITZXTIL WILL BECOME MORE FORTH-COMING WITH COMMERCIAL INTELLIGENCE. WE WERE IMPRESSED WITH MANY QUESTIONS SYRIANS WERE ASKING OF TEXTILE MISSION MEMBERS AND WE BELIEVE THIS INITIAL INTEREST WILL PAY OFF IN FUTURE.

B. MISSION PREPARATION: ABOVE COMMENTS SHOULD BE FACTORED INTO BRIEFINGS FOR FUTURE MISSIONS. SYRIANS WANT VERY MUCH TO SEE MORE AMERICAN COMPANY REPS AND TRADE MISSIONS. TEXTILE MISSION WAS EXCELLENTLY ADVANCED BY ADVANCEMAN ED OLIVER AND EXCELLENTLY DIRECTED BY LARRY JENSEN. THAT PROGRAM RAN SMOOTHLY WAS FULL (AND BUDGETTED WELL) IS CREDIT NOT ONLY TO SARG AND UNITEXTIL EFFORT, BUT ALSO TO OLIVER AND JENSEN, AND EMBASSY WISHES TO EXPRESS APPRECIATION FOR THEIR EFFORTS WHICH ASSISTED US IMMEASURABLY. PELLETREAU

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## Message Attributes

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